

SPOTLIGHT



On the Waterfront

WOULDN'T YOU LIKE TO HAVE your special event—a prom, wedding or banquet—in Chula Vista?

Gaylord Entertainment, one of the nation's premier hotel developers, recently went public with its conceptual design for a proposed complex that would jump-start the Chula Vista Bayfront Master Plan. The company's plan includes a 1,500-room hotel and 400,00 square feet of meeting space. Add six restaurants, shops, a nightclub, swimming pools, full-service spa and fitness facility—and Gaylord's Bayfront investment is expected to total close to one billion dollars.

[click here to jump to On the Waterfront, continued on page 5](#)

Mobile Recreation Program

NEW DROP-IN RECREATIONAL opportunities are coming to your neighborhood! Please welcome *Rec 'N' Roll*, a Recreation Department program on wheels.

Rec 'N' Roll is a 14-foot customized, self-contained truck that serves as a community center on wheels. The brightly painted logo stands out anywhere, and the truck is equipped with running water, a stereo system, tables and chairs, an awning and cabinets overflowing with supplies ranging from basketballs and soccer balls to board games and crafts.



This is a free drop-in recreational program offered to K-8 aged children. Activities include sports, dance, cheerleading and monthly special events.

The *Rec 'N' Roll* mobile will be stationed at two locations: Los Ninos Park, 150 Teal Street (near Rohr Elementary) on Mondays and Wednesdays from 3 to 5 p.m. and Fridays

from 1:45 to 3:45 p.m.; and at Harborside Park (next to Harborside Elementary) on Tuesdays and Thursdays from 3 to 5 p.m.

For more information, call the City's Recreation Department at (619) 691-5052. 🌊

Gearing Up for FasTrak

THE TEN MILE LONG South Bay Expressway is nearing completion. When it opens a few months from now, residents will be able to access the new toll road with FasTrak, California's state-of-the-art electronic toll collection system.

Why use FasTrak? It saves motorists time and money. The system will allow commuters to travel non-stop on the South Bay Expressway, bypassing tollbooths and eliminating time spent waiting in line to pay with cash. Since FasTrak users get a special price when they buy into the system, they can save up to \$1.75 per trip.

How do you get FasTrak? Open your prepaid account with a credit or debit card, check or money order by web, phone, mail, fax or in-person. Then install your transponder and go! As you drive along the South Bay Expressway, tolls are automatically debited from your account. FasTrak users can manage their accounts online 24/7.

FasTrak will go on sale soon, so stay tuned for announcements and special promotions.

For more information, visit www.southbayexpressway.com. 🌊

On the Waterfront

continued from front page

Surrounded by open space and a signature park, the complex is designed to highlight the natural surroundings of the 33-acre site overlooking San Diego Bay. Although the project totals approximately two million square feet, architects worked hard to minimize the building footprint, leaving visitors with the impression of a spacious, inviting waterfront setting.

A slender 300-foot tower, designed to minimize the impact on view corridors along the water, rises from an open-air atrium, a feature that offers a dramatic and inviting entryway to the complex. More hotel rooms are housed in low-rise wings that extend out from either side of the lobby. Parking, exhibit and meeting space and elegant ballrooms are cleverly integrated into one structure hidden behind the hotel.

"Although the design process is far from finished, Gaylord's concept is impressive," observed Denny Stone, the City's Bayfront Project Manager. "It's clear the company is listening and responding to input from the community. This initial design is remarkably well done."

Nashville-based Gaylord owns and operates several specialty resort hotel/convention centers in Tennessee, Texas, Florida and the Washington D.C. area. Chula Vista would be the company's first west coast venture.

Last summer, the City and the Port of San Diego signed an agreement with Gaylord that signaled the beginning of serious negotiations for the project. Those negotiations continue as the Environmental Impact Report moves forward and Gaylord refines its design.

Gaylord expects to attract one million visitors each year to the Chula Vista location. The complex is likely to create 3,000 permanent jobs and generate \$14 million annually in new taxes to the City.

If negotiations are successful and the project passes a series of upcoming regulatory hurdles, Gaylord intends to break ground in 2008 and open its Chula Vista hotel and convention center in 2011. 🌊



Home Grown

In this special feature, Spotlight is helping you discover some of Chula Vista's new businesses, often family-run, opening across the City.

WHAT'S FOR DINNER TONIGHT?

In Chula Vista, more and more of your neighbors are responding to *that* question with *this* answer—Dream Dinners. Tucked away in a commercial center in the EastLake Business Park, Dream Dinners offers busy people the opportunity to prepare great dinners with little effort.

Sisters Corine Schiele and Jennifer Kober started out as Dream Dinners customers and were so impressed with the product and convenience, they started up their own home meal assembly operation. Their business is one of more than 200 independently owned Dream Dinners franchises in the country. Company headquarters are located in Seattle where a food development team dreams up new



mouth-watering recipes to share with customers.

When clients walk through the door of the Chula Vista location, they enter what looks like a giant kitchen with food preparation stations. Each station is dedicated to a specific recipe, and customers rotate from one to another, preparing meals they can take home to their freezer.

Choose from a menu that offers memorable dishes like herb-crusted flank steak, Italian stuffed shells, apricot glazed pork chops, shrimp and sausage jambalaya, and steak gorgonzola. All of the fresh ingredients—from meats and fish to nuts and cheese—are cut, chopped or shredded, waiting to be assembled.

"We provide the food, easy to read recipe cards, and clean up for the next customer," said Kober. "We love it because it's such a great concept, and it's fun coming to work with the energy generated here."

According to Kober, Dream Dinners fills a need with today's on-the-go families. Parents are unable to spend hours in the kitchen preparing nutritious meals when they're running kids to soccer, football or cheer leading practice. Most meals on the menu take only 30 minutes to cook, bake or stir-fry.

Dream Dinners sessions are scheduled Tuesday through Saturday with one to three sessions per day. For menus, schedules and other information, visit dreamdinners.com or call (619) 656-2222. 🍴

School Goes High Tech

HIGH TECH HIGH CHULA VISTA, the first school of its kind in the South Bay, opens this fall in temporary quarters with a limited number of students—150 ninth graders. While the new charter school is under construction, its classes will be held on the campus of Mater Dei Catholic High School in eastern Chula Vista.

Earlier this year, the City Council voted to locate the charter school on City-owned land within the future University Park and Research Center campus. With a curriculum that highlights environmental studies and conservation, the high school appears to be a perfect fit with the National Energy Center for Sustainable Communities, a future neighbor on the university campus.

Eight acres near the intersection of Hunte Parkway and Discovery Falls have been set aside for the new high school and a related environmental research center. Eventually, a companion middle school may be built on a three-acre site nearby.



Although High Tech High is starting off small, each year it will expand to include another grade. This fall's class of ninth graders was selected using a lottery system designed to statistically favor applicants from low-income families.

High Tech High began in 2000 as a single charter high school launched by a coalition of San Diego business leaders and educators who were concerned by the region's shortage of qualified high-tech workers.

It evolved into a nationally recognized school development organization. High Tech High creates a personalized, project-based learning environment where students are challenged to meet high expectations.

If both the high school and middle school are built, the complex is expected to house 900 students and employ 65 faculty and staff members. For more information on High Tech High, visit www.hightechhigh.org/schools/HTHCV/. 🍴

Around Town...

Summertime Fun!

How will you spend your summer? The Recreation Department's schedule is jam packed with an endless variety of sports and recreation classes you don't want to miss!

Take swimming lessons, sign up for pre-school sessions, or participate in fitness, performing arts, and creative classes. Don't forget our adult sports leagues, youth sports programs, and the many special events at our 12 recreation facilities and dozens of parks.

The summer recreation class session runs from July 9 to September 2. Registration, whether it's by mail, online or in person, starts June 11. Since the registration deadline is early July, pick up a copy of the quarterly brochure of classes and programs as soon as possible to select your summer fun. The brochure will be available at all City recreation centers and libraries beginning May 31, and on line at www.chulavistaca.gov/rec

Consider holding your wedding reception, birthday party, family reunion, or other special event at one of our facilities, including our two City family aquatic centers. To learn more, visit the City's website at www.chulavistaca.gov/rec.

OTC Goes Wireless

Athletes at the U.S. Olympic Training Center in Chula Vista are connected like they've never been before! With the recent opening of the AT&T Athlete Connections Center, athletes and coaches now have Wi-Fi, plus satellite and high speed Internet services.

The center, equipped with the latest technology is expected to have an enormous impact on athletes and the way they live, study, communicate and train. It's part of a three million-dollar program to provide a major technology upgrade to U.S. Olympic Training Centers, giving athletes, coaches, medical personnel and staff access to world-class communications technology.

AT&T plans to open similar centers in Lake Placid, New York and Colorado Springs, Colorado.

An Invitation

You are invited to attend Mayor Cheryl Cox's first State of the City address on May 22 at 6 p.m. in Council Chambers at the Civic Center (276 Fourth Avenue).

The regular meeting of the Chula Vista City Council will follow.

New Exhibit at Museum

A new exhibit at the Chula Vista Heritage Museum captures the history and spirit of a company that helped Chula Vista grow and prosper during the 20th century. From its beginning as a small company founded by Fred H. Rohr in 1940, Rohr Aircraft Corporation became the world's largest manufacturing subcontractor of jet related components. At its peak, Rohr employed 10,000 people; and over several decades, the company played an important part in the development of civilian and military air transportation, as well as the nation's space efforts.

In the museum, located at 360 Third Avenue, historic photographs related to the company's history are on display, along with various parts and models of tools and airplanes, personal memorabilia from employees, and a variety of printed materials. The museum is open Tuesdays and Thursdays from 2 to 5 p.m. and admission is free.

Ways To Save Energy

Need help with energy conservation in your home? In coordination with San Diego Gas & Electric, the City is providing *free* home energy assessments for residents. Sign-up to participate and you will receive a brief evaluation of home energy use, information about money saving energy improvements, and assistance in applying for SDG&E rebate and incentive programs. The program is funded by the California utility ratepayers and administered by SDG&E, under the auspices of the California Public Utilities Commission.

For more information about the program, visit www.chulavistaca.gov/clean and click on "Conservation" or call (619) 409 3893.

Gardening Tips

Would you like to reduce the amount of money you spend on your garden and yard each year? Try backyard composting (vermicomposting) to make a rich organic soil for your plants. When applied to your garden, composted materials can improve the water retention of soil, naturally fertilize plants and reduce the amount of waste going to the landfill. Learn more at the Chula Vista Nature Center where you can visit the composting demonstration garden and select from a variety of composting methods that can work for you.

In addition, sign up for free "Less Toxic Gardening" classes—held the second and fourth Sundays of each month—or attend the "Master Composter" series, so you can teach others how to get great results in their gardens. Call the Nature Center at (619) 409-5900 for reservations. 🌱



Inspiring Tomorrow's Audiences and Artists

FROM THE BEAT of the bongos to the sweet sounds of the violin, there's something for everyone as Chula Vista's **Taste of the Arts** festival celebrates its 20th anniversary this month in a new location. Mark your calendars for May 20 as the day-long popular arts event moves from the bayfront to Third Avenue and Memorial Park, from 10 a.m. to 5:30 p.m.

Along with the change of address, comes a new focus—young, developing artists. Enjoy the 120-member San Diego Youth Symphony Orchestra, nine ensembles from the Sweetwater Union High School District, and other live performances throughout the day on two stages.

Many of your favorite professional artists—sculptors, watercolorists, photographers and jewelry designers—are back for an



encore. Enjoy watching them work or purchase some of their pieces.

Children always love the special interactive arts area. And carrying on a Taste of the Arts tradition, the Parkway Recreation Center gym will host a pair of juried art exhibits sponsored by the National Arts Program.

In addition, three popular well-known music groups will entertain the crowd from the Third Avenue Village Stage. Listen to the smooth jazz sounds of Fattburger, groove to the beat of Night Shift and dance along with the Scott Martin Latin

Soul Band.

For more information about Taste of the Arts, visit the City's website at http://www.chulavistalibrary.com/Cultural_Arts/special_events.asp or call (619) 585-5627. 🌸

Alarm-ing News

AS MORE RESIDENTS and business owners turn to alarm systems for protection, they need to know that false alarms can be costly. In 2006, Chula Vista police responded to approximately 7,000 false alarms, sometimes diverting valuable resources away from high priority calls. The City assesses penalties for false alarms, beginning with the third incident in a 12-month period. To avoid false alarms, follow these tips:

- Verify that your alarm system is working properly.
- Make sure your alarm company has accurate contact information.
- Ensure that everyone with access to the property is aware of the alarm system and knows how to operate it.

Those who have installed home or business alarms must have an alarm permit on file with the City for each location. The cost of a commercial permit is \$50; a residential permit is \$25, renewable every two years. Questions about requirements and false alarms can be directed to CVPD at (619) 585-5719. 🌸



Did You Know?

- In recognition of its 20th anniversary, the Chula Vista Nature Center is launching a special fundraising campaign to thank local military families for the sacrifices they make each and every day. The goal is to raise enough dollars to allow service members and their immediate families to visit the Nature Center free of charge. To make a contribution, visit the Nature Center's website at ChulaVistaNatureCenter.org, or call us at (619) 409-5900.
- You can plan your next birthday party, barbecue, graduation, or family gathering at one of the City's 52 beautiful, well-maintained parks. Call Park Reservations at (619) 397-6197 to reserve a picnic shelter or apply for an air jump permit.
- Knotts Soak City opens daily May 26 through September 3 from 10 a.m. to 6 p.m. For more details, visit www.knotts.com and click on Soak City, or call (619) 661-7373.
- It's easy to subscribe to the City's free monthly electronic newsletter. Look for the e-Brief icon on the City's home page at www.chulavistaca.gov and sign up to have our online publication e-mailed to you.

Spring Flings

Cycle EastLake: Get ready to ride on May 20! Recreational bike tours are 5, 12, 25 and 50-mile routes that begin and end at EastLake Middle School located at 900 Duncan Ranch Road. Street riding not your speed? Sign up for the 14-mile mountain bike ride offered this year. Post-ride activities include a health fair, live music and raffles. To register or for more information, log on to www.active.com.



Music in the Park: A free concert series, which begins on June 3 and continues until August 26, will celebrate its 45th year in Chula Vista. Concerts will be held on Sunday afternoons in various parks throughout

the City. Gather your family and friends, pack your picnic dinner and enjoy the melodies! For more scheduling information, please continue to check the City's website at www.chulavistaca.gov. Sponsored by the Chula Vista's Office of Cultural Arts.

Blast from the Past Car Show: This event is a car and motorcycle lovers dream! Show your classic car or motorcycle or stop by to enjoy the festivities every Tuesday evening from May 29 through September 4. Catch the action in downtown Chula Vista on Third Avenue between E and G Streets and enjoy music, food, raffle prizes and family fun. For more information, please call the Third Avenue Village Association at (619) 422-1982.

Pet Fest and Doggy Dash Fun Run & Walk:

Run, walk or dash to a fun-filled festival for pet lovers in Memorial Park on Saturday, June 23! The Doggy Dash kicks off at 9 a.m. where prizes will be awarded to 1st, 2nd and 3rd place winners. Don't miss SNAP's Neuter Scooter bus, the Chula Vista Police canine unit, pet contests, on-site adoptions, low cost clinics, a vendor village, and plenty of fun for families and furry friends alike! All proceeds will benefit the Chula Vista Animal Care Facility. To register or for more details, call the Third Avenue Village Association, (619) 422-1982 or visit their website at www.chulavistaevents.org.



July Fourth Fireworks: Celebrate the 4th of July with a spectacular display of fireworks at the Chula Vista Marina at 9 p.m. Sponsored by the City of Chula Vista. For more information, please call (619) 585-5682.

Celebrate Chula Vista: Enjoy this free family festival featuring the Miss South County Pageant, exciting entertainment, great food, Business Expo, attractions and activities for the kids, fireworks and more! The celebration begins at noon and continues until 9 p.m. in Bayside Park on July 4. Sponsored by the Chula Vista Chamber of Commerce, Port of San Diego and City of Chula Vista. For more information, please call (619) 420-6603.

For more information about events taking place in Chula Vista throughout the year, call the City's special events hotline at (619) 585-5682; or visit the City Calendar on the City's Web site at www.chulavistaca.gov.

CHULA VISTA SPOTLIGHT



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The Chula Vista Spotlight newsletter is published five times per year and is distributed as a public service to residents and businesses by the City of Chula Vista. Copies are also available at various locations around the city. Send comments or inquiries to the Office of Communications, City of Chula Vista, 276 Fourth Avenue, Chula Vista, CA 91910. The city's Web page address is www.chulavistaca.gov